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FINANCING A THREEFOLD PUBLICATIONS PROGRAM

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A WELL ROUNDED FINANCIAL PLAN FOR HIGH SCHOOL PUBLICATIONS...Resume of a plan for financing a rather complete publications program -- weekly newspaper, semi-annual literary-art magazine, and yearbook -- in a senior high school of 1700-1800 enrollment by the Chairman of the Board of School Publications at Upper Darby Senior High School, Upper Darby, Pennsylvania.
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By CLAYTON K. SHENK

A financial plan for school publications is the product of many factors. Among them we can include the attitude of the local school administrators, the local traditions established, the size of the student body and their attitude toward service on the various staffs, the size of the business community, and the willingness of the students to support the publications in a financial way.

My remarks are particularly applicable to a school with a student enrollment of 1500 to 2000 students in a suburban community of a metropolitan area. The Upper Darby High School was established 55 years ago and has maintained a formal publication for 33 years. The growth followed the usual pattern of a small four page newspaper, then a combination magazine-newspaper, then an expanded final issue which served as the senior record. Our next venture in 1928 was a separate and distinct newspaper -- The Acorn. Two years later the magazine -- The Upi-Dah -- was definitely separated from the senior record number, and

our yearbook -- The Oak -- was born. Since 1930 we have published a weekly newspaper, a literary-art magazine appearing twice a year, and a yearbook with the emphasis on a pictorial resume of life in Upper Darby for the current year.

To carry through such a complete publications program efficiently, several conditions and policies must exist:

1. The school administrators must believe that student publications represent a vital medium of student training and experience, a student morale builder and a public relations agent par excellence. If this be true, then the administration will, by cooperation and encouragement, inspire the faculty advisers and student staffs to perform a conscientious and craftsmanlike job.
2. The school administrators must capitalize on the value of experience. A group of interested faculty advisers must continue on the job year after year. A policy of rotation of faculty advisory assignments leads to inefficient blundering and groping in the solution of many technical problems. Instead of a horizontal type of organization with a class sponsor or adviser attempting to solve the intricacies of editing, type selection, lay-out, advertising rates, subscription campaigns, engraving shortcuts, etc., without the benefit of experience, we must have a permanent board of school publications -- experienced, skilled, interested, ingenious in stimulating, coordinating and directing student effort.
3. Upon the selection of such a faculty

advisory board, there must follow a clear understanding between administration and faculty advisers concerning responsibility and authority. At Upper Darby the Board of Publications consists of the chairman, who is the financial adviser to the newspaper, magazine and yearbook, and six other faculty members supervising editing, art, photography, and typing. The chairman has served for the past ten years in this capacity and coordinates all the work of publications, makes business contracts, directs advertising and subscription campaigns, establishes subscription rates and acts as comptroller on all expenses. He pays all bills, and it is his job to raise sufficient funds to meet all obligations and keep all three publications financially healthy. *All three publications stand or fall together.* In schools where the finances of several publications are kept separate and distinct, one usually finds a "weakling" experiencing financial difficulties. This situation is not allowed to exist at Upper Darby, since the finances are integrated in a system which will be explained later.

The chairman and financial adviser is charged with the responsibility of keeping all three publication in operation on a financially sound basis. He should not attempt to meddle in strictly editorial work or policies but allow freedom and place that responsibility on the faculty editorial advisers who know their jobs far better. They should be free to concentrate on editorial supervision -- free of financial worries. Changes in work or policies which influence to any marked degree the financial structure must, however, receive the approval of the chairman before they can be made.

So much for the general background and educational philosophy concerning school publications. I know advisers are more interested in the hard facts of how the mechanism ticks and what adjustments have been made.

Here are a few facts concerning costs. An approximate budget must be developed in advance so that you have some idea of your destination. Our budget follows:

Acorn -- 28 issues -- 1600 copies -- 6 pages -- 5 columns

Printing	\$127.00 per issue
Engraving	18.00 per issue
Administrative, postage, stationery, bills, forms, telephone	5.00 per issue
	\$150.00 per issue
Annual budget	Total \$4200.00

Upi-Dah -- 2 issues -- 1500 copies -- 60 pages

Printing	\$520.00 per issue
Engraving	80.00 per issue
Annual budget	Total \$1200.00

Oak -- 160 pages -- 1500 copies -- (900 Regular Binding -- 600 Fabric)

Printing and Binding	\$3628.00
Engraving	1861.00
Printing of names on fabricoid bindings	125.00
Photography (informal)	150.00
Administrative cost	56.00
Annual budget	Total \$5800.00

The entire publications program of the Upper Darby High School involves a total expenditure of \$11,200 per year for production and administrative costs. In addition, some funds are allocated to such activities as attendance at press conventions and the annual publications-award banquet.

The problem now is how can we raise \$11,200 during the year to pay the bill. We like our publications in Upper Darby and we like them to be good. We realize that you generally get what you pay for. In the last ten years all of our publications have earned frequently All-American ratings from the National Scholastic Press Association and first-place honors from Pennsylvania and Columbia Scholastic Press Associations, the Gallup Award and International Honors from Quill and Scroll Society.

I mentioned that the entire publications program must stand or fall together. To stabilize finances and circulation, we adopted in September 1939 a general publications subscription ticket which entitles the subscriber to all publications for the year -- namely, 28 issues of the six-page newspaper, two copies of the literary-art magazine, and one yearbook with the regular binding. A ten-day intensive subscription drive is started late in September and the first issue of The Acorn appears during the drive. It is distributed to all

students. It is the student body's first contact with the publications for the current year. It stimulates subscriptions and the slight cost for the few hundred students who will not subscribe is negligible and can be charged off to sales promotion. The goal for subscriptions to all publications is 75% of the student enrollment. To encourage sales, two plans are offered -- (1) Cash in full during the subscription drive (\$3.75) or (2) Installment subscription, consisting of four installments of \$1 each due October 1, December 15, January 15, and February 15. To the student with cash, a 25-cent saving can be the incentive, and to the student who must budget or earn his money over a period of time, the convenience of installment purchase is provided. Approximately half of the subscriptions are on the installment plan, and cancellations are almost non-existent. This result is due in part to the policy of accepting money any day when the student has it and to holding back on the delivery of publications when a student is in arrears. All general publications-subscription money is deposited in the High School Activities Fund, where four accounts are maintained -- namely, The Acorn, the Upi-Dah, The Oak, and the General Publications Fund. Allocations to the individual accounts are made according to need but must conform to the over-all budgetary picture. The general publications subscription supplies approximately \$5000 of the \$11,200 needed. This may seem like a small proportion to be obtained in this manner. We wish, however, to keep circulation at the highest possible point for all publications by retaining a comparatively low subscription rate.

Students may subscribe to any of the individual publications, but the cost of the combination is so advantageous that the student usually buys all three. The following subscription rates are now in force:

The Acorn	\$2.00
Upi-Dah	1.00
Oak	2.50

The combination subscription is available as stated for \$3.75 cash or \$4.00 by installments. Individual subscriptions must be paid for in cash and the installment plan is offered only on the combination subscriptions.

Next we come to advertising. In Upper Darby we try to be considerate of the business men of the community and sell advertising space on a business-like basis for but one of the publications -- The Acorn, our weekly newspaper. The rate is \$1 per column inch and we try to average 120 column inches of advertising per issue. Advertising can be contracted for from 1 to 28 issues and bills for any advertising for the current semester are mailed immediately after the first appearance of the ad. To encourage prompt payment within thirty days, a 5% discount is offered. To encourage long term advertising in 14 to 28 issues, a 20% discount is offered. Arrangements can be made to have ads appear in alternate issues for the year and obtain the long-term discount of 20%. As a result of these inducements and a close follow-up by the student business staff, we handle 100 or more different advertising accounts with little or none uncollectible. The question may arise in your mind, "How do you get the ads?" A factor which has been very helpful in Upper Darby is to use the advertising drive starting immediately in September as part of the try-out for membership on the Publications Business Staff. Except for a few student leaders appointed the preceding May at the publications banquet, all staff members must try out again and all new members must prove their mettle by producing advertising. At times the editorial staff has helped and on one occasion an appeal was directed to the entire student body.

Advertising in The Acorn produces approximately \$2500 of the \$11,200 needed. The Upi-Dah carries no advertising and has no source of income other than the allocation of subscription money from the General Publications Fund.

In many schools, the yearbook -- with a variety of sources of revenue -- is the only publication which can make the financial grade. The Oak, appearing about June 1, is the big attraction which keeps many a wavering installment subscriber in line for the all-important third and fourth installments.

The sources of revenue for the yearbook are as follows:

1. Senior Sitting Fee \$825.00
This fee of \$1.50 is assessed against each senior and pays for the photography, glossy print and engraving.

2. Fabricoid bindings @ \$1.25 \$600.00
3. Printing of names @ \$.35 \$150.00
4. School percentage on individual senior photography -- 10% of gross order \$600.00

5. Rebate on senior sittings \$300.00
A charge of \$1 is made when no order or an order of less than \$5.00 is placed for personal photographs. A full rebate is made by the photographer whenever personal photographs are ordered amounting to \$5 or more.

6. Individual subscriptions for Oaks \$150.00

7. Subsidy paid each year by the Senior Class \$200.00
This is earned by class activities, the most productive of which is a magazine-subscription plan undertaken during the sophomore year netting \$2500 to \$3000 profit for the class.

8. Assessment to High School Athletic Association \$120.00
- Total Oak revenue \$4745.00

We can see then that the production cost of The Acorn, Upi - Dah, and Oak amounting to \$11,200 is obtained thus:

General Publications Subscriptions	\$5000
Advertising	2500
Yearbook revenues	4745
Total	\$12245

Another way to present this in summary fashion would be as follows:

The Acorn Budget

Cost 28 issues.....	\$4200
Revenue: Advertising.....	2500
Allocation from General Publications Fund.	1800

The Upi - Dah

Cost 2 issues.....	\$1200
Allocation from General Publications Fund.	1200

The Oak

Cost.....	\$5800
Revenue.....	4745
Allocation from General Publications Fund.	1200

This plan will leave \$800 in the general account from which such disbursements as the following may be made:

1. Purchase of a portable typewriter.
2. Reconditioning of another editorial typewriter.
3. Printing of office forms, receipts, postage, stationery, envelopes, etc.
4. Financial assistance to students and advisers to attend press conferences.

5. Membership and contest fees in scholastic press associations.

6. Part-payment toward the annual publications-award banquet held each May and attended by 125 to 150 students who have been active during the past year.

Any balance left from a year's operation is retained in the general publications fund, and it is hoped to let this accumulate to a maximum of \$2000 as a margin of financial security. In 1939 we started with a balance of approximately \$150. Each year a modest profit remained and the financial reserve grew until it reached \$1700. During the two years from 1945 to 1947 this reserve was entirely dissipated, due in part to rising costs of production without adequate adjustments in rates, charges, subsidies, etc. A second reason was the growth of the newspaper from four to six pages per issue with too much advertising for a four-page paper and too little to adequately support a six-page paper. The optimism of September was hardly justified by subsequent developments during the year. The die was cast, however, and we had crossed our Rubicon. In 1947, in line with new price levels and costs, the entire financial structure was reviewed and adjusted to restore financial strength. Without the reserve, the years 1945-1947 would have been indeed trying. It is true that the adjustment would have taken place sooner, but we were trying to ride out the storm of post-war inflation and were nearly scuttled. Students in the meantime profited through low cost subscriptions.

In conclusion may I suggest for your consideration:

1. A permanent experienced faculty Board of School Publications.

2. A definite assignment of financial responsibilities to one person thereby relieving the editorial advisers of the problems of advertising, subscription, contracts, rates, etc.

3. If two or more publications exist, a combination rather than separate campaigns and finances -- stabilize your circulation, keep your circulation high, serve the greatest number possible in the best way you can consistent with financial soundness and the good health of the faculty advisers.

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by

MARCH, APRIL, MAY AND JUNE BOOKS
UNDATED BOOKS NOW RELEASED

WATCH RELEASE LINES

HANS CHRISTIAN ADAMSON

THEY TOOK TO THE SEA by David Klein and Mary Louise Johnson is a unique compilation of first-hand experience stories written by small-boat mariners who have braved the ocean-deep either lone-handed or with crews of two or three. The reader is in good and gallant company from Joshua Slocum who set out from New England to circumnavigate the world in a sailboat in 1895 to Dwight Long who girdled the globe in a 32-foot ketch in 1938. Exciting stuff and well balanced. (Rutgers University--\$3.75)

The second volume of Winston Churchill's War Memoirs, **THEIR FINEST HOUR**, unfolds the history of defeat and determination that began at Dunkirk and ended in the turmoil of the North African Campaign. In between is a magnificent story of heroism and heartbreak. (Houghton, Mifflin--\$6.00) (April)

Nicol Smith's **GOLDEN DOORWAY TO TIBET** is an exciting, glowingly illustrated and skillfully handled saga of a daring expedition into a remote land with Loren Tutell, his camera-companion. Mr. Smith does not destroy or support the smog of mystery that hangs over this colorful realm. Instead, he takes it in breathtaking strides that lead to ancient lamaseries, weird priest cults, penny-pinching Queens and a way of life that was old when Christianity was young. Mr. Smith's objective was Lake Pangong in a "Lost Horizon" country that towers 20,000 feet into the sky. What Hilton did for Tibet in fiction, Nicol Smith has topped in fact. Mr. Tutell's photos equal a one-man exhibit of rare excellence. (Bobbs-Merrill--\$3.75) (June)

The editors of **BEST SPORTS STORIES 1949**, the fifth annual round-up of stories in all departments of sports, are Irving T. Marsh and Edward Ehre with such noted writers as Franklin P. Adams, John Chamberlain and Quentin Reynolds serving as judges. Every one of the two-score news and feature stories, plus thirty dramatic photographs, comes up to a high standard of punch, accuracy and readability. (Dutton--\$3.00) (April)

HORSES OF DESTINY by Fairfax Downey and illustrated by Paul Brown is rich in recollections about famous steeds -- from Hambletonian, the King of Studs, to Rienzi, who ran Sheridans famous ride; from Comanche, survivor of Sitting Bull's attack to Citation, Champion of the Track -- it ambles along in leisurely style with horse talk that makes horse-sense to horse-lovers. (Scribners--\$2.50) (April)

An entertaining yet factual biography of every aspect of the Susquehanna River, from Indian Days to the Industrial Age is presented by Richmond E. Myers in **THE LONG CROOKED RIVER**. History, geography, folklore, geology and biography. Excellent research by the author, a professor at Muhlenberg College, Pa. (Christopher Publ. House, Boston--\$4.00)

How to train your Retriever so that it willy-nilly becomes a paragon of hunting virtues is explained by James L. Free in **TRAINING YOUR RETRIEVER**. If you have the right kind of canine, Mr. Free claims that it takes neither time nor patience to prepare a retriever for its work. Illustrated. (Coward-McCann--\$5.00) (May)

A full-length portrait of Mr. Coyote is drawn by J. Frank Dobie in **THE VOICE OF THE COYOTE**. Here the Philosopher of the Pecos portrays the Desert "Groaner" as the resourceful survivalist it is and spins some fascinating coyote yarns to prove his point. A fine nature book. Illustrated. (Little, Brown--\$4.00) (May)

Alexander Foote's **HANDBOOK FOR SPIES** is a tough, tense, true story of an English Communist who wove and maintained a Red spy net in Switzerland during the days when Stalin and Hitler were pals

and after Der Fuehrer double-crossed his Moscow partner. Although told in a deadpan style, there is much natural suspense in the day to day fears of a spy whose colleagues, one by one, are either bought up or exterminated by Nazi agents. By war's end, Mr. Foote was recalled to Russia where he turned from Communism to Democracy. His successful escape from the Red Network in Berlin is straight from the shoulder thriller stuff at its best. (Doubleday--\$3.00) (May)

Devoted readers of Roderick Haig-Brown, author of *Return to The River* and *Western Angler* will welcome *ON THE HIGHEST HILL*, a dramatic novel about adventures among the hidden peaks and remote valleys of the mountain forests of the Pacific Northwest. Here is nature writing as only an expert angler, hunter and naturalist of Mr. Haig-Brown's stature can produce. (Morrow--\$3.00) (May)

The only trouble with *BIG CATS*, edited by Frances Brentano, is that one does not always know where fiction begins and facts end -- or vice versa. But, anyway, between its covers are all kinds of stories about lions, leopards, tigers, pumas, cheetahs, panthers and jaguars from Africa to Arizona. (Ziff Davis--\$3.50)

THE SPELL OF THE PACIFIC by Carl Stroven and A. Grove Day is as satisfying and refreshing as a tradewind on a coral beach. In this anthology, the authors have collected the cream of the Pacific crop produced by master-writers or master-mariners. Stories of discovery, shipwreck, war and adventure in truly far-away places by Loti, Maugham, London, Brooke, Conrad, Twain, Wolfert and others. There is not a sour apple in this anthological barrel. (Macmillan--\$6.50) (June)

A happy day it was for baseballiana when Smith met Smith; meaning H. Allen, a writer, and Ira L., a researcher who for a quarter of a century has collected the most astounding line-up of baseball anecdotes, oddities and absurdities about pitchers, basemen, coaches, batters, fans, owners, injuries, fielders, catchers, yes, even umpires, that ever came down the pike. However, like gold-bars, Ira Smith's treasure was valuable but dull. Happily, H. Allen Smith, an expert wordsmith, gave Ira Smith's baseball bullion a bright shine and fine sparkle under the title *LOW AND INSIDE*. It bats high in the Humor League. (Doubleday--\$2.50) (May)

It matters not where, or which major or minor league teams you watch making runs on diamonds this year, Leslie M. O'Connor's 1949 *BASEBALL ALMANAC* is your dish. An all around guide full of batting and pitching statistics, rules and other factual information. Handy hip-pocket size. (A. S. Barnes--50¢)

Berton Roueché, in *THE GREENER GRASS*, reveals a knack of making people and their occupations interesting whether they involve raising ducks by the million, herbs by the acre, maple syrup by the grove, minks by the carload, wine by the vat or donkeys and oxen by the brace or what have you. A lively and friendly book. (Harper--\$2.50)

There's a wealth of trouble-saving information in *THE OUTBOARD MOTOR AND BOAT BOOK* by Robert J. Whittier. Power-boat operators learn about the care and operation of outboard motors with emphasis on overhaul, breakdowns and trouble-shooting. Extensively illustrated. (Voyager Press, Concord, Mass.--\$2.00)

For vivid and startling adventure in Dr. William Beebe's role as a naturalist observing all forms of life in the depth of a tropical jungle, I know nothing superior to his new *HIGH JUNGLE*. In warm and flowing style, Dr. Beebe describes the thrills and chills encountered by him in the ruins of what was to have been Rancho Grande, a super-palatial retreat in the jungle-clad mountain vastness of Venezuela, a fantastic dream creation launched by Juan Gomez, "the last great dictator in South America." On Gomez' death in 1935, all construction ceased. Now, in 1949, William Beebe has converted it into a naturalist's observation post which he shares with a voluntary host of birds, monkeys, insects, reptiles, fish, orchids and other tropical flora and fauna that is as vivid as it is varied and, now and then more than a little violent and vicious. This is a book about life in the raw that will live and throb long after a lot of too transient Book Club bloomings have faded in well-deserved oblivion. (Duell, Sloan & Pearce--\$4.50) (May)

Because it required fifteen hard-earned dollars to own a copy of *THE GREAT OUTDOORS*, countless potential readers had to pass up this beautiful and useful book edited by Frank Dufresne with Joe Godfrey, Jr., and containing almost a hundred color paintings by Herb Chidley, plus dozens of excellent photographs. Chapters in *THE GREAT OUTDOORS* embrace nearly every kind of gun and rod sport in the U.S.A. (Whittlesey House--\$6.50) (May)

THE CORAL SEA by Alan Villiers is the fourth in the "Oceans of the World" series and gives an interesting account of this far-away part of the Pacific from the early Polynesian era up to sea, air and land warfare of World War II, with a glimpse of how war-borne "civilization" is encroaching on the once-peaceful lives of the natives. (Whittlesey House--\$4.00) (April)

THE BRAVE BULLS by Tom Lea leads the reader backstage into the fabulous realm where bulls are raised and rated by the yardstick of stamina and courage; as well as into the high-strung emotional lives of the men who match wits, strength and courage with fighting bulls. Mr. Lea, a Texan whose fame as a muralist and illustrator of cattle, cowmen and ranch-life is nationwide, writes with the authority of a true aficionado. Splendid illustrations. (Little, Brown--\$3.00) (April)

Those who wonder what television will do to the gentle art of sportswriting and/or broadcasting will find a partial but satisfactory answer in **SPORTS PAGE** by Stanley Woodward, former Herald-Tribune sports editor. He predicts that T-V will improve sport reportorial accuracy. Sagely, he adds that T-V's sharp eye will also improve spectator sports. **SPORTS PAGE** is pretty rough, by and large, on yesteryear's sportswriters. It condemns their language and their ethics; at the same time, some boxing, baseball and other big-time-sports promoters and participants are given highly uncomplimentary labels by Mr. Woodward. A chapter on "How You Get Started" contains a candid by gloomy picture of chances for jobs for would-be sportswriters. Rich in anecdote; powerful in honesty. A highly worthwhile book. (Simon & Schuster--\$2.95)

All I know about cooking is what I eat, but **THE YOUNG HOMEMAKER'S COOKBOOK** by Esther S. Schifferman seems so filled with simple, down-to-earth advice that I would be guilty of passing up a deserving book if I failed to list it. This will make any reader a top-hand on the kitchen range. (Murray & Gee--\$3.00) (April)

For more advanced cooks I recommend the mouth-watering recipes in **TANTE MARIE'S FRENCH KITCHEN** by Charlotte Turgeon. My better half says it is top-hole. (Oxford Univ. Press--\$3.50) (May)

SHOOTING THE NEWS, by John J. Floherty is a well-assembled collection of anecdotes and action stories about the fabulous clan of staff and free-lance "still" photographers and movie news cameramen who look on physical risks, dramatic life and violent death, as part of a day's work. A chapter on how camera owners can make saleable news photos is of great interest to amateur photographers. (Lippincott--\$2.50) (April)

The 37th of Rinehart's river sagas, **THE MACKENZIE** by Leslie Roberts is, in my opinion, a peak book in a series that stands uniformly high. Over the Mackenzie's silver-ribbon, that twists north from Canada's Great Slave Lake to the Arctic Ocean, history has been carried on and against its current. Mr. Roberts spins a fine yarn about the primitive yesterdays of Indian and Eskimo canoes; the lusty boom period of the fur trade; the gold, silver and uranium miners, the oil-explorers and geologists of today. Illustrated. (Rinehart--\$3.50)

You will make the reading mistake of a lifetime if you fail to get **VICTORY IN MY HANDS** by Harold Russell. The author is the widely-known Paratrooper-Sergeant whose hands were blown off in an accident while he served as instructor at Ft. Benning. Afterward, Russell reached the high motion-picture fame of a double-"Oscar" for his part in the movie called "The Best Years of Our Lives." Russell's story proves that a man can climb up the ladder of life without hands provided he keeps and uses his head and his heart. To me, the biggest part of the book is where Sgt. Russell tells about cancelling a \$35,000 personal appearance tour to take a low-paying job with the Anti-Defamation League in order to help in the campaign to strengthen the Brotherhood of Man and destroy the cancer of intolerance. Victor Rosen is co-author. (Creative Age--\$2.50)

A popular book on social-economy, which tries to explore and explain the maze of human problems that have arisen in the highly industrialized society of the current U.S.A. is presented by Arthur Schlesinger, Jr., in **THE VITAL CENTER**. Claiming that our free society is on the brink of failure, the author's solution is a militant liberalism that would make freedom impervious to red, fascist or reactionary assaults. (Houghton-Mifflin--\$3.50) (May)

There is a tone of freshness and delight in the collection of short-stories by Toshio Mori entitled **YOKOHAMA, AMERICA**. It deals with the lives and problems of adjustment of first and second generations of Japanese in California. A heartwarming book by a young writer who will rise high. (Caxton--\$3.00)

A twenty-one gun salute for Father George, heroic soldier of Faith, who explored the secret Fifth Column of The Cross in the God-less lands behind the Iron Curtain. In *GOD'S UNDERGROUND*, Father George, aided by Gretta Palmer, tells forcefully but with modesty how he risked death carrying the consolation of Faith into Russia. He draws a bitter picture of Russia as a spiritual desert where churches, synagogues and mosques were ruthlessly destroyed and where atheism wages war against Faith in any form. (Appleton-Century-Crofts--\$3.00)

The 38th in the Rivers of America series, edited by Hervey Allen and Carl Cramer, is *THE WINOOSKI* by Ralph Nading Hill. This is the exciting story of the Winooski Valley in northern Vermont from the time of the Indian, through the famous Allen family down to the present. It is a history interwoven with strange yarns and stranger truths about a colorful and independent people. Illustrated by George Daly. (Rinehart--\$3.50)

It is never too late to catch a good book-boat. So climb aboard *THE SET OF THE SAILS* by Alan Villiers, thrilling and colorfully told life-story of a man whose rich and adventurous life has been spent in sailing ships. (Scribner's--\$3.75)

OUR ALASKAN WINTER, by Constance and Harmon Helmericks, contains a lot of entertaining information and informative entertainment about Eskimos, animal-life and climate in the section of Mother Nature's deep freeze that rims the Polar Sea from Point Barrow east to the Mackenzie. For several months the Helmericks lived in tent-snow- and ice-houses with an Eskimo boy and girl as their only companions. Once a blizzard blew their home down. The second section, covers a hunt for ice bears and seals way out on the polar ice. This story has a breathtaking climax when a polar bear reverses the role of hunter and hunted by stalking Mrs. Helmericks on an ice-floe. (Little, Brown--\$3.50)

Before you settle down to the delightful task of reading *I WANTED TO WRITE* by Kenneth Roberts -- and it is a delight you will not want to miss -- take time out to read (or re-read) his earlier "Arundel," "The Lively Lady," "Rabble In Arms" and "Captain Caution." Then, when you have recharged your batteries of background knowledge about heroic deeds of State of Mainers in the Revolution and the War of 1812, turn to *I WANTED TO WRITE*. It contains the absorbing, revealing and exciting story of how these books were the fruit of Mr. Roberts' uncompromising urge to bring within the range of Americans a mountain of facts, cheerful or depressing, but never dull, about our country's early history; stuff which we -- except for Mr. Roberts' time, money and energy consuming pick and shovel research -- would never have known. The author shows, step by step, the grind of wrenching an authentic historical novel from the brain and transferring it into print. (Doubleday--\$3.50) (April)

F. Van Wyck Mason adds new luster to his shining reputation as a historical novelist with *CUTLASS EMPIRE*, a biography of Henry Morgan, the buccaneer. There is a dab of romantic fiction here and there to make this tale of bloody piracy just a little more tingling than stark truth. But even so, you will seldom have a better chance than this to cruise the Spanish Main under the Skull and Bones. (Doubleday--\$3.00)

The master pattern that freezes individual thinking among teachers and students in Russian schools is unfolded in complete detail by George S. Counts and Nucia P. Lodge in *I WANT TO BE LIKE STALIN*. Every teacher and student should read this expose of the goose-stepping of the young Russian mind to the tune of the Politburo. It will make you see "red." (Day--\$2.00)

Aviation enthusiasts will find Elsbeth E. Freudenthal's *THE WRIGHT BROTHERS* a rich, reliable and colorful mine of information about the bamboo, cotton and haywire days of human flight. (Univ. of Oklahoma Press--\$3.75) (March)

Lt. Audie Murphy, America's outstanding combat veteran of World War II, is the author of *TO HELL AND BACK*, a glib and gory autobiography covering his fantastic experiences as an infantryman in ETO. Murphy writes vividly about his exploits in the invasions and conquests of Sicily, Italy, France and Germany; heroic and dangerous deeds in tackling, often single-handed, strong enemy positions; adventures that led to the killing or capture of at least 240 Germans and caused Murphy to emerge as the most decorated combat-veteran of the War. (Holt--\$3.00)

